BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 28: Marketing for Hospitality**
Learning aim	A Explore marketing strategies and principles as used in the hospitality industry
Assignment title	**The benefits and constraints of marketing**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are working as a trainee in a marketing department of a hospitality business. Your manager has asked you to create a case study to be published in the staff magazine, reporting on the benefits and constraints of marketing in two hospitality businesses of your choice.
Task 1	You will need to research a number of hospitality businesses to choose **two** to write about. Using your research, write a case study that evaluates the benefits and constraints of marketing in **two** hospitality businesses, and draws reasoned conclusions. Your case study must include: • An introduction to the two businesses, their business aims and marketing objectives • The role and benefits of marketing in both businesses, with clear links to the aims and objectives of these businesses • The constraints that effect marketing for these businesses, i.e. financial, social, legal, standards of practice and brand trust and loyalty, and how they impact marketing strategies Your article must use appropriate marketing terminology accurately and be clearly and fluently expressed so it can be understood by the target audience. All conclusions will be fully justified and supported by good use of independent research evidence.
Checklist of evidence required	A case study A research log

Criteria covered by this task:	
Unit/Criteria	To achieve the criteria you must show that you are able to:

reference	
A.D1	Evaluate the benefits and constraints of marketing in two hospitality businesses.
A.M1	Analyse the role of marketing and how constraints affect marketing strategies in two hospitality businesses.
A.P2	Explain how constraints affect marketing strategies in two hospitality businesses.
A.P1	Explain the role of marketing in two hospitality businesses.

Sources of information to support you with this Assignment	BOWIE D, BUTTLE, F, BROOKES M AND MARIUSSEN A. (2016) Hospitality Marketing, 3rd edition, Routledge. BRASSINGTON, F. and PETTITT, S. (2012) Essentials of Marketing. 3rd Ed. Harlow: Pearson. GROUCUTT, J. and HOPKINS, C. (2015) Marketing (Business Briefings). London: Palgrave Macmillan. JOBBER, D. and CHADWICK, F. (2012) Principles and Practice of Marketing. 7th Ed. Maidenhead: McGraw-Hill. KOTLER, P, BOWEN, J, MAKENS J AND BALOGLU S (2016) Marketing for Hospitality and Tourism, Global Edition, 7th edition, Pearson
Other assessment materials attached to this Assignment Brief	*N/A*